Subject: RE: Proposal for Gateway Monument
From: "Chrestensen" <chrestensen@earthlink.net>
Date: 04/06/2017 08:05 AM
To: "Lorena Parker" <lparker@sanpedrobid.com>
CC: "'eric eisenberg'" <ericeoban@gmail.com>

Thanks Lorena and Eric. I have invested some time and thought in this project, so my hope would be that the team moves forward with my assistance of course.
I have attached some additional samples just to show you the level of detail in our work. You wouldn't typically get this from a sign company and that's what we excel at.
We would adapt the design style to that of which is appropriate for the project, but these samples should show the accountability we take into consideration from sketch, to 3D to fabrication.

Best,

From: Lorena Parker [mailto:deydaparker@gmail.com]
Sent: Thursday, April 06, 2017 6:52 AM
To: Chrestensen
Cc: eric eisenberg; San Pedro Historic Waterfront PBID
Subject: Re: Proposal for Gateway Monument

Erik,

The board approved us moving forward with the project. However, we will need to get additional proposals before moving forward.

Also, this is my personal email. Can you please send all future correspondence to LParker@SanPedroBID.com as I do not monitor this email that often.

We will be in touch soon.

Best regards,

On Sun, Apr 2, 2017 at 9:51 PM, Chrestensen <chrestensen@earthlink.net> wrote:
Hi there Eric and Lorena.
I am following up to see how your committee meeting went last Thursday, and to see how and when you would like to proceed.
Thank you very much,

Erik Chrestensen
Chief Creative Officer & President
Chrestensen Design, Inc.
Concept + Graphics + Illustration
www.chrestensendesign.com
skype: echrestensen

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original message to this office at the above address via U.S. Mail.

From: Chrestensen [mailto:chrestensen@earthlink.net]
Sent: Monday, March 27, 2017 5:55 PM
To: 'eric eisenberg'
Cc: 'Lorena Parker'
Subject: RE: Proposal for Gateway Monument

Hi Eric thanks for the response.

I took the liberty to share and add a few of the images I had for last week's discussion if it helps you in some way share with your team. Please see the attachment. These are just loose ideas.

I also added the referenced Santa Monica pier image you reacted to. *The first two images you see in the PDF are designs I created for the Port of LA, probably about 8 years ago in a revitalization presentation I had worked on. My assumption is this is what has now extended into the overall San Pedro marketplace redevelopment effort.*

Here are a few ideas on the "branding" of the gateway sign. I like where you are heading.

Building upon this are some other options:

Welcome to

Historic Downtown San Pedro

Downtown San Pedro

The Official port for Los Angeles since 1897

Downtown San Pedro

A historic and vibrant port community

Looking forward to helping out beyond this, so let me know when you are prepared to move forward

with any further creative or design services.

It’s a great project.

Best,

Erik Chrestensen

Chief Creative Officer & President

Chrestensen Design, Inc.

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-----Original Message-----
From: eric eisenberg [mailto:ericeoban@gmail.com]
Sent: Monday, March 27, 2017 10:53 AM
To: Chrestensen
Cc: Lorena Parker

Subject: Re: Proposal for Gateway Monument

Hi EriK,

I would like to see your suggestions.

Historic Downtown San Pedro.

Eric

On Mon, Mar 27, 2017 at 10:30 AM, Chrestensen <chrestensen@earthlink.net> wrote:

> Good morning Lorena, I just wanted to verify that you and Eric

> received this as I believe you wanted to have for your meeting this week.

>

> Thanks much and I appreciate it.

>

>

>

> Erik

>

>

>

> From: Chrestensen [mailto:chrestensen@earthlink.net]

> Sent: Friday, March 24, 2017 9:34 AM

> To: 'Lorena Parker'; 'ericeoban@gmail.com'

> Subject: Proposal for Gateway Monument

>

>

>

> Hi Lorena and Eric. Thanks very much for taking the time to meet with

> me Wednesday.

>

> I walked around and explored the oceanfront further as well as 6th

> street and there is so much potential to bring this destination back

> to the masses so to speak!

>

> If there are any questions you have, or if you know of anyone else in

> your area that could use our assistance, please let me know.

>

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>

> If you could define for me the EXACT wording that you would like on

> the Gateway Monument that would be very helpful. I agree that you

> don’t need to necessarily add adjectives like “Historic” as the area

> should and will speak for itself, but maybe adding an incorporation

> city date for San Pedro on one option would be interesting?

>

>

>

> Really looking forward to being involved and our proposal is attached.

>

>

>

> Speak soon,

>

>

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> Erik Chrestensen

>

> Chief Creative Officer & President

>

> Chrestensen Design, Inc.

>

> Concept + Graphics + Illustration

>

> www.chrestensendesign.com

>

> skype: echrestensen

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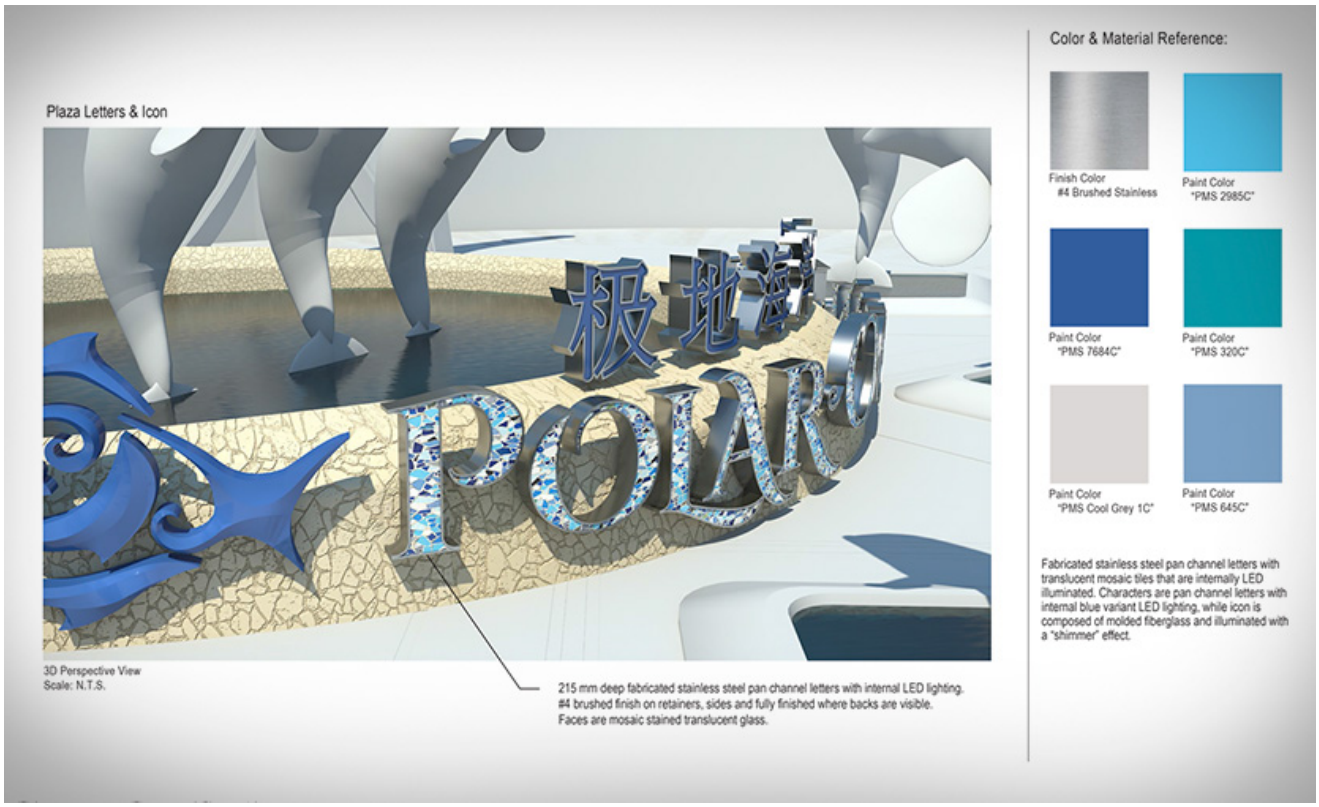
Lorena Parker
deydaparker@gmail.com
818-970-6084

POW_02.jpg



RetailHospitality_01.jpg

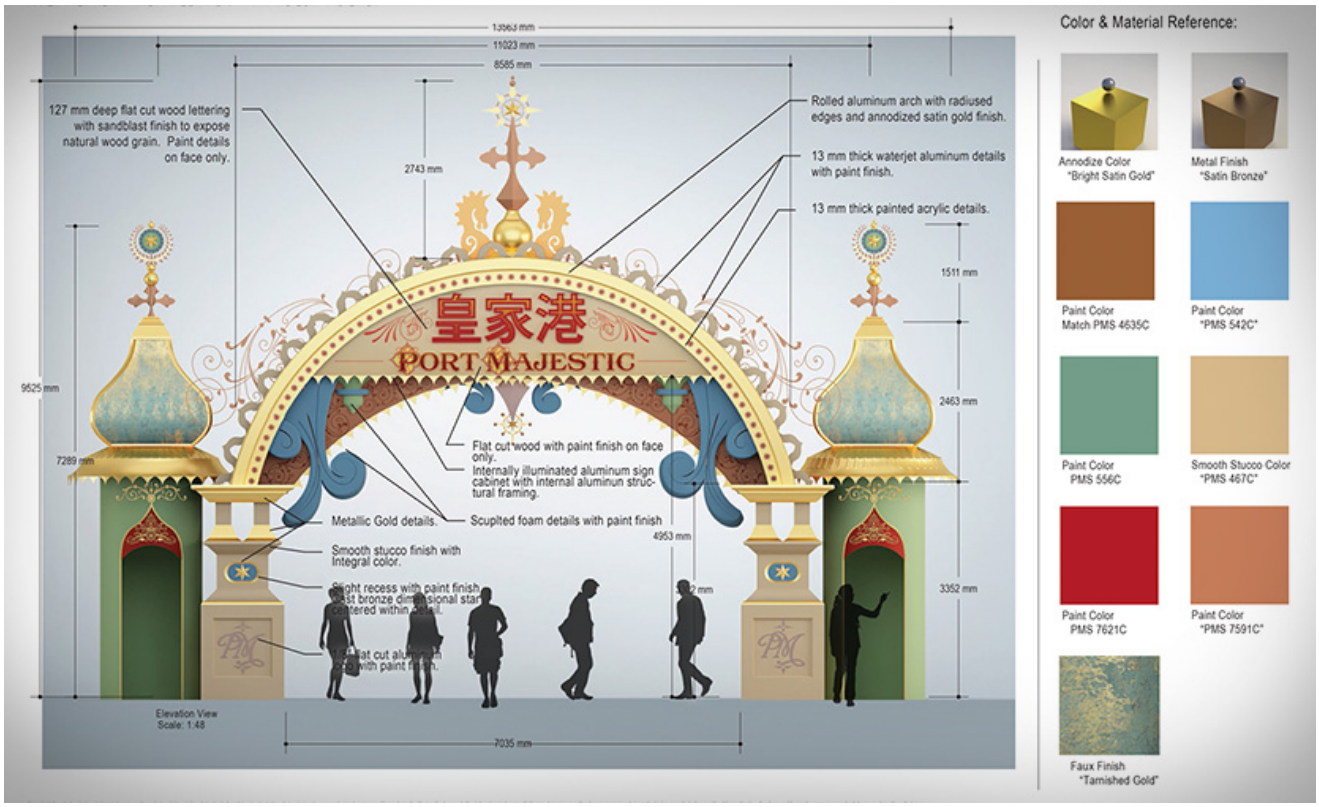
casinomontelago_10.jpg

casinomontelago_05.jpg

signage_12.jpg

signage_02.jpg

POW_06.jpg


13963 mm
11023 mm
8585 mm
2743 mm
9525 mm
7289 mm
1511 mm
2463 mm
4953 mm
3352 mm
7035 mm
127 mm deep flat cut wood lettering with sandblast finish to expose natural wood grain. Paint details on face only.
Rolled aluminum arch with radiused edges and annodized satin gold finish.
13 mm thick waterjet aluminum details with paint finish.
13 mm thick painted acrylic details.
皇家港
PORT MAJESTIC
Flat cut wood with paint finish on face only.
Internally illuminated aluminum sign cabinet with internal aluminun structural framing.
Metallic Gold details.
Scupited foam details with paint finish
Smooth stucco finish with Integral color.
Elevation View
Scale: 1:48
Color & Material Reference:
Annodize Color "Bright Satin Gold"
Metal Finish "Satin Bronze"
Paint Color Match PMS 4635C
Paint Color "PMS 542C"
Paint Color PMS 556C
Smooth Stucco Color "PMS 467C"
Paint Color PMS 7621C
Paint Color "PMS 7591C"
Faux Finish "Tarnished Gold"

POW_05.jpg

POW_03.jpg

Attachments:

POW_02.jpg	323 KB
RetailHospitality_01.jpg	202 KB
casinomontelago_10.jpg	295 KB
casinomontelago_05.jpg	202 KB
signage_12.jpg	107 KB
signage_02.jpg	215 KB
POW_06.jpg	344 KB
POW_05.jpg	304 KB
POW_03.jpg	271 KB